

-21-

Abstract

The invention is a method and apparatus for encouraging applicants or others completing electronic forms to complete the forms and to become associated with the institution to which the form is directed. While completing the form or afterward, the applicant follows a hyperlink that presents a personal communication from an identified individual associated with the institution. The communication typically relates to the underlying purpose of the form rather than providing instructions on completing the form. For example, the communication may include a personalized message encouraging the applicant to attend the university. By varying the communication depending on the information entered onto the form by the applicant, the communication can be tailored to the specific background and interests of the applicant. The communication can also vary depending upon the applicants progress in the application process, for example, upon submission of verifiable payment information identifying the applicant, the applicant may be provided contact information to contact the identified individual.